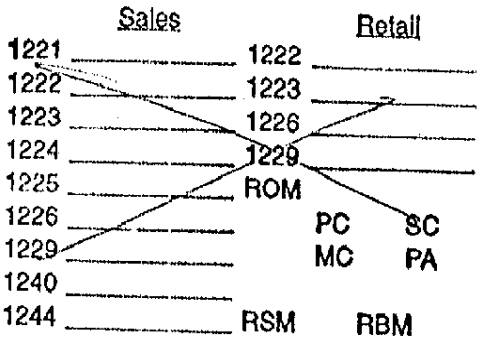
| FSC-163-A | 10/9/95 | TO: RSM |
|---|---|---|
| SUBJECT: | Fourth Quarter SELECT/WINSTON PCD Loads | |

DISTRIBUTION:

| | | | | | |
|---|---|---|---|---|---|
| X | AVP | X | KAM | ___ | ELM |
| X | RSM | X | Reg.Mil.Mgr. | ___ | MIL |
| X | RBM | ___ | Reg.DF Mgr. | ___ | DF |
| X | ROM | ___ | DM | ___ | REP |




Do not send. Mark has already discussed PCD load for our Region with the DM's

There appears to be some confusion regarding increased retail emphasis on WINSTON Base versus SELECT as outlined in FSC-160-A, the ROU Brief for 10/4/95. Our objective is NOT a mass removal of SELECT from the PCD but rather a phase-in of Base WINSTON where opportunities present themselves. Specifically, keep in mind the following points:

- Our 1995 goals for SELECT have not changed.
- We should continue to work SELECT throughout the fourth quarter as outlined via our national promotions, Gap, and other scheduled activities.
- Where SELECT is showing vitality and growth, we would certainly want to retain the brand in PCDs as currently loaded.
- Where SELECT is not showing vitality, you have the option of transitioning some rows to Base WINSTON if Base WINSTON presents an opportunity in that call.
- You should not make any special coverage exceptions to convert PCDs. Any changes should be made in the course of normal coverage to your accounts.

Please follow the above guidelines to ensure that we maintain our pressure on SELECT as scheduled throughout 1995. The only exception should be in PCD loads where it makes good business sense to transition to Base WINSTON.

Dave

Dave Wilmesher
North East Sales Area Vice President

51850 3786

Source: https://www.industrydocuments.ucsf.edu/docs/rtby0000